

### IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A sales activity feedback method, sales activity feedback method comprising including:

communicating, via a network, information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system, and the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices; generating a feedback indication for the item at each of the plurality of price choices using supply and sales level information generated from the actions of other users of the network based sales system; and communicating, via the network, the feedback indication to the user interface.

2. (Currently Amended) The method of claim 1 wherein the communicating of the feedback comprises includes displaying the feedback indication in the user interface.

3. (Currently Amended) The method of claim 2 wherein the communicating of the feedback comprises includes displaying the feedback indication in the form of one of a series of different pictorial icons.

4. (Previously Presented) The method of claim 1 wherein the feedback indication is associated with one or more factors selected from a group including quantities of the item sold, quantities of the item reserved at future price points, quantities of the item for which a reminder request has been entered, and the time duration incurred to sell the item.

5-7 (Cancelled)

8. (Previously Presented) The method of claim 1 wherein the generating the feedback indication is performed continuously in near real time.

9. (Previously Presented) The method of claim 1 wherein communicating of the information includes communicating time-separated price choices from a falling-price schedule.

10. (Previously Presented) The method of claim 1 wherein the communicating of the information includes communicating information causing the user interface to display a present price, at least one future price, a present purchase control button next to the present price, and a future purchase control button next to the at least one future price.

11. (Currently Amended) A user interface of a network based sales system, the user interface to communicate with a sales server via a network, the user interface comprising including:

an item identification area responsive to the sales server via the network and to display information pertaining to a plurality of price choices of a selected item; a plurality of price choice selection controls for the selected item displayed in the item identification area to provide communication of a user selection to the sales server via the network, the plurality of price choice selection controls selectively corresponding to the plurality of price choices; and a feedback indication area responsive to the sales server via the network, the feedback indication area operative to display a feedback indication associated with the plurality of price choices pertaining to the selected item, the plurality of price choices being derived from a quantity of the item available and sales of the item within the network based sales system.

12. (Previously Presented) The user interface of claim 11, wherein the feedback indication area is operative to display the feedback indication in the form of one of a series of different pictorial icons.

13. (Previously Presented) The user interface of claim 11, wherein the feedback indication area is operative to display the feedback indication in near real time.

14. (Previously Presented) The user interface of claim 11, wherein the price choice selection controls are associated with time-separated price choices from a falling-price schedule.

15. (Currently Amended) A system, said system comprising including: means for communicating, via a network, information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system, and the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices; means for generating a feedback indication for the item at each of the plurality of price choices using supply and sales level information generated from the actions of other users of the network based sales system; and means for communicating the generated feedback indication for the item to the user interface.

16.-31. (Cancelled)

32. (Previously Presented) The method of claim 1, including adjusting one or more of the plurality of price choices utilizing the feedback indication.

33. (Previously Presented) The method of claim 32 wherein the communicating of the information to the user interface includes communicating the plurality of price choices as a schedule of time-separated price choices, and wherein the adjusting of the plurality of price choices includes adjusting the duration between prices or adjusting an amount of at least one of the prices in the schedule.

34. (Previously Presented) The user interface of claim 11, wherein at least one attribute of a price choice selection control of the plurality of price choice selection controls is operative to change during an offering of an item identified in the item identification area.

35. (Currently Amended) A method, said method comprising including: generating sales information for an item at each of a plurality of price choices; communicating the plurality of price choices in association with the generated sales information to a user; communicating information to a user interface, the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices; receiving from the user a request to alert the user when the item reaches a price choice selected by the user; and communicating a reminder message to the user when the item reaches a price choice selected by the user.

36. (Cancelled)

37. (Currently Amended) A method, said method comprising including: generating sales information for an item at each of a plurality of price choices; communicating information to a user interface, the information causing the user interface to display a plurality of price choice selection controls selectively corresponding to the plurality of price choices; and communicating a message to a user based on a price choice for the item reaching a threshold value associated with one of the plurality of price choices.

38. (Currently Amended) The method of claim 37, said method further comprising including:

receiving from the user a reminder request to receive the message when the price choice of the item reaches the threshold value; and communicating to the user a request for contact information associated with communicating the message when the contact information is unavailable.